MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMR3114 – SELLING AND SALES MANAGEMENT

(All sections / Groups)

02 MARCH 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE (1) SECTION** only.
2. Answer **ALL QUESTIONS.** The distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet.

SECTION A [100 Marks]
ANSWER ALL QUESTIONS.

QUESTION 1

Companies in Malaysia recognise the importance of having the best salespeople possible. However, according to Jobstreet.com, sales positions are the hardest jobs to fill due to the perception of challenges and difficulties when confronting with various types of customers. It may due to the reasons such as lacking of a standard sales method and strategies to approach customers during selling activities.

a) Describe the **EIGHT (8)** steps in the selling process.

(16 marks)

b) Explain the **FOUR (4)** basic models of selling approaches.

(9 marks)

Total: 25 marks

QUESTION 2

a) In B2B, an autonomous purchasing decision occurs when one single-handedly moves a firm through all stages of the purchase process. However, it is more likely that a group of employees in the firm are involved in the purchase decision. Describe the **SEVEN (7)** roles of the employees in the decision-making unit.

(15 marks)

b) Different B2B buyers and sellers have different types of relationships with one another at different times. In fact, how a buyer and seller relate to one another will depend upon how the buyer extracts or gets value from the relationship. Explain the **THREE (3)** nature of B2B relationships between the buyer and seller.

(10 marks)

Total: 25 marks

Continued...

QUESTION 3

a) A firm forecasts its sales revenue to reach RM30 million by the end of the fiscal year 2016. The firm also estimates that the average sales of each sales person are RM4.5 million. Calculate the number of sales person to accomplish this level of sales.

(5 marks)

b) Any written agreement a selling firm has with an agent should clearly articulate the expected level of feedback a firm wants regarding its customers. Otherwise, conflicts are likely to occur. Describe the **FOUR (4)** sources of conflict between firms and their selling agents.

(20 marks)

Total: 25 marks

QUESTION 4

Regardless of an organisation's size or the resources it has, the process sales managers should follow to develop effective sales training programs for the sales person is the same. Explain the complete sales training cycle as proposed by Tanner, Honeycutt and Erffmeyer (2014).

(25 marks)

Total: 25 marks

End of Page